

**ITEM B.207
 FOR INFORMATION**

Subject: 2013 World Mission Funds Development Report – YTD December 31, 2013

	2013 Annual GOAL	YTD 2012	2013 ACTUAL Mission co-Worker Sending and Support	Variance 2012 vs. 2013	
Individuals:	\$4,080,000	\$3,547,239	\$3,272,759	(\$274,480)	92%
*Church Support:	<u>\$4,200,000</u>	<u>\$4,514,121</u>	<u>\$4,906,183</u>	<u>392,062</u>	109%
Total Revenue:	\$8,280,000	\$8,061,360	\$8,178,942	\$117,582	101%

**(DMS, ECO, MIJHH cash gifts from churches)*

Expenses:	\$1,982,471	\$1,675,673	\$1,666,936	(\$8,737)	99%
Total Cash to Need:	<u>\$6,297,529</u>	<u>\$6,385,687</u>	<u>\$6,512,006</u>	<u>\$126,319</u>	102%

Summary:

Our overall revenue for the sending and support of mission co-workers for the 2013 fiscal year (January through December) of \$8,178,942 is \$117,582 higher than last year's revenue. The 2013 revenue is \$101,058 under and is 99% of the goal. (Included in this total is an anonymous gift of \$1,000,000 made in October.)

Our total fund raising expenses of \$1,666,936 were 84% of the projected expense of \$1,982,471 or \$315,535 under the plan. This large variance was due to the fact that we had two vacant individual fund raiser positions during the year. One of these was vacant nearly six months. The other was vacant for three months. This reduced the major gift revenue as well as the major gift expenses.

Total 2013 cash to WM sending and support of mission co-workers is \$6,512,006. This is \$126,319 over 2012, and \$214,477 over and 102% of the cash to need goal for 2013.

Background:

Individuals – Our combined individual goal for major gifts and direct response had a total goal of \$4,080,000. In 2013 we utilized nine direct mail appeals in our **direct response** efforts and received 5,909 gifts from 3,857 donors, totaling \$431,102. This is an average gift size of \$72.96, and includes our return thank you program which brought in \$22,662. Our expenses of \$399,057 are 74% of the projected YTD expenses of \$535,992 and reflect a difference of \$136,935.

We began "counting" gifts in the direct response line differently as we have realized that many of our major donors with whom our individual fund raisers have relationships, use the direct mail response envelopes to send their gifts. **The total received through the direct response program efforts in the envelopes sent was \$1,032,633 and signifies 8,413 gifts.**

For our **major donor program** our 2013 revenue of \$2,841,657 includes an anonymous gift of \$1,000,000 received in October. Not counting the \$1 million gift, this total represents relationships with approximately 1,000 donors. Expenditures of \$760,057 were 88% of the projected expense of \$864,333. The (\$104,276) variance in expenses was caused by the vacancies in the regional development positions already explained above.

PRESBYTERIAN MISSION AGENCY BOARD
April 24-25, 2014
World Mission Funds Development

Churches – (Church support combines Directed Mission Support (DMS) and Extra Commitment Opportunities (ECO). It also includes mid-council giving.

Our 2013 church support revenue of \$4,906,183 is 117% of the annual goal of \$4,200,000 and is \$706,183 over the projected revenue goal. This represents 109% and is \$392,062 over the revenue of \$4,514,121 we received in 2012. The church support number includes donations from churches made to DMS, (\$3,406,892) sending and support ECO (\$1,499,291.) It also includes the annual gift of \$41,764 of special missionary support from one presbytery. This gift was set up to go into an account much like our Directed Mission Support accounts. Our YTD expenditures totaled \$507,821 and were 87% of the budgeted expense amount of \$582,146, causing a (\$74,325) variance.

World Mission Fund Raising
Income Statement
December 31, 2013

	2012 vs 2013				Month to Date Goal thru December 31, 2013				Year to date vs Year Goals			
	YTD December 31, 2012	YTD December 31, 2013	2013 vs 2012 Sending and Support	% of Difference	YTD Goal as of December 31, 2013	Actual as of December 31, 2013	Goal vs Actual Sending and Support	% of Goal	Goal/Budget	Actual as of December 31, 2013	Goal vs Actual Sending and Support	% of Goal
Revenue												
*Individuals	3,547,239	3,272,759	(274,480)	92%	4,080,000	3,272,759	(807,241)	80%	4,080,000	3,272,759	(807,241)	80%
**Churches	4,514,121	4,906,183	392,062	109%	4,200,000	4,906,183	706,183	117%	4,200,000	4,906,183	706,183	117%
Total Revenue	8,061,360	8,178,942	117,582	101%	8,280,000	8,178,942	(101,058)	99%	8,280,000	8,178,942	(101,058)	99%
Expenses												
Major Gifts	1,014,560	760,057	(254,503)	75%	864,333	760,057	(104,276)	88%	864,333	760,057	(104,276)	88%
Church Support	268,694	507,821	239,127	189%	582,146	507,821	(74,325)	87%	582,146	507,821	(74,325)	87%
Direct Response	392,419	399,057	6,638	102%	535,992	399,057	(136,935)	74%	535,992	399,057	(136,935)	74%
Total Direct Expenses	1,675,673	1,666,936	(8,737)	99%	1,982,471	1,666,936	(315,535)	84%	1,982,471	1,666,936	(315,535)	84%
Net Funds Available to WM	6,385,687	6,512,006	126,319	102%	6,297,529	6,512,006	214,477	103%	6,297,529	6,512,006	214,477	103%

6,385,687

*Individuals												
Direct Response	628,712	431,102	(197,610)	69%	1,080,000	431,102	(648,898)	40%	1,080,000	431,102	(648,898)	40%
Major Gifts	2,918,527	2,841,657	(76,870)	97%	3,000,000	2,841,657	(158,343)	95%	3,000,000	2,841,657	(158,343)	95%
Total Individuals	3,547,239	3,272,759	(274,480)	92%	4,080,000	3,272,759	(807,241)	80%	4,080,000	3,272,759	(807,241)	80%

**Church Support												
DMS	3,159,781	3,406,892	247,111	108%	3,150,000	3,406,892	256,892	108%	3,150,000	3,406,892	256,892	108%
ECO (sending/support)	1,354,340	1,499,291	144,951	111%	1,050,000	1,499,291	449,291	143%	1,050,000	1,499,291	449,291	143%
Total Church Support	4,514,121	4,906,183	392,062	109%	4,200,000	4,906,183	706,183	117%	4,200,000	4,906,183	706,183	117%